



WDAF-TV

## ORDER

Print Date 11/05/12 Page 1 of 7

Flight Dates 10/30/12-11/06/12

Contract / Revision 575329 /

Original Date / Revision  
11/05/12 11/05/12

Advertiser Zweifel, Clint/D/MO St Treas

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
CLINT ZWEIFEL 4 MO

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2009

Alt Order # 09771617

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Mb

Priority 3

Advertiser Ref

Order Share 22% Market Value 155681

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	45147
KCWE	%	0
KMBC	21%	32693
KMCI	%	0
KPXE	%	0
KSHB	28%	43590
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	54	\$29,112.50	\$34,250.00	0.00	10/29/12	11/06/12	54	\$29,112.50	\$34,250.00
Totals	54	\$29,112.50	\$34,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/30/12	10/30/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News REV Start Date 10/29/12 End Date 11/04/12 Weekdays -T----- Spots/Week 1 Rate \$300.00 Rating 0.00															
2	4	10/31/12	10/31/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News REV Start Date 10/29/12 End Date 11/04/12 Weekdays --W---- Spots/Week 1 Rate \$300.00 Rating 0.00															
3	4	11/01/12	11/01/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News REC Start Date 10/29/12 End Date 11/04/12 Weekdays ---T--- Spots/Week 1 Rate \$300.00 Rating 0.00															

Contract / Revision

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	11/02/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$300.00		0.00						
5	4	11/05/12	11/05/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00						
6	4	10/30/12	10/30/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REFV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$600.00		0.00						
7	4	10/31/12	10/31/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$600.00		0.00						
8	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$600.00		0.00						
9	4	11/02/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$600.00		0.00						
10	4	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$600.00		0.00						
11	4	10/30/12	10/30/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$525.00		0.00						
12	4	10/31/12	10/31/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$525.00		0.00						
13	4	11/01/12	11/01/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$525.00		0.00						
14	4	11/02/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											

Contract / Revision

**575329**

Flight Dates 10/30/12-11/06/12

### Hiatus Dates

Original Date / Revision    11/05/12/    11/05/12

Order Sep 00:15:00

**Advertiser** Zweifel, Clint/D/MO St Treat Product **CLINT ZWEIFEL 4 MO**

Estimate # 2009

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
14	4	11/02/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	----F--	1	\$525.00	0.00								
15	4	11/05/12	11/05/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$525.00	0.00								
16	4	10/30/12	10/30/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-T-----	1	\$525.00	0.00								
17	4	10/31/12	10/31/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	--W----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	--W----	1	\$525.00	0.00								
18	4	11/01/12	11/01/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---T---	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	---T---	1	\$525.00	0.00								
19	4	11/02/12	11/02/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----F--	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	----F--	1	\$525.00	0.00								
20	4	11/05/12	11/05/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$525.00	0.00								
21	4	10/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-T-----	1	\$200.00	0.00								
22	4	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	--W----	1	\$200.00	0.00								
23	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	---T---	1	\$200.00	0.00								
24	4	11/02/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
FOX News				REV											

Contract / Revision

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
24	4	11/02/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$200.00		0.00				
25	4	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$200.00		0.00				
26	4	10/30/12	10/30/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
Noons News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$300.00		0.00				
27	4	11/01/12	11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
Noons News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$300.00		0.00				
28	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
Noons News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$300.00		0.00				
29	4	10/30/12	10/30/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$600.00		0.00				
30	4	11/01/12	11/01/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$600.00		0.00				
31	4	11/05/12	11/05/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$600.00		0.00				
32	4	10/30/12	10/30/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$600.00		0.00				
33	4	10/31/12	10/31/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$600.00		0.00				
34	4	11/01/12	11/01/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															



WDAF-TV

Print Date: 11/05/12

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Contract / Revision 575329 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

Estimate # 2009

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
34	4	11/01/12	11/01/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1		\$600.00			0.00			
35	4	11/02/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1		\$600.00			0.00			
36	4	10/30/12	10/30/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$900.00		0.00						
37	4	10/30/12	10/30/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-T-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,200.00		0.00						
38	4	10/31/12	10/31/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,200.00		0.00						
39	4	11/01/12	11/01/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	---T---	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,200.00		0.00						
40	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,200.00		0.00						
41	4	10/30/12	10/30/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	-T-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$800.00		0.00						
42	4	11/01/12	11/01/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$800.00		0.00						
43	4	11/02/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$800.00		0.00						
44	4	11/05/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						





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Contract / Revision    **575329**    Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision    11/05/12/    11/05/12Order Sep    00:15:00Advertiser    **Zweifel, Clint/D/MO St Trea**    Product    **CLINT ZWEIFEL 4 MO**Estimate #    **2009**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots    Amount		
														Totals	54	\$34,250.00



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# ORDER

Print Date 10/29/12 Page 1 of 2

Flight Dates 10/30/12-11/06/12

Contract / Revision 586902 /

Original Date / Revision  
10/29/12 10/29/12

Advertiser Zweifel, Clint/D/MO St Treas

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
ZWEIFEL FOR MISSOURI

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2559

Alt Order # 09853269

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Mb

Priority 2

Advertiser Ref

Order Share 25% Market Value 22200

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	5550
KCWE	%	0
KMBC	25%	5550
KMCI	%	0
KPXE	%	0
KSHB	25%	5550
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	11	\$4,717.50	\$5,550.00	0.00
Totals	11	\$4,717.50	\$5,550.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	11	\$4,717.50	\$5,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	11/06/12	11/06/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$525.00		0.00			
E 2	4	11/06/12	11/06/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$525.00		0.00			
E 3	4	11/06/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$300.00		0.00			





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Contract / Revision 586902 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product ZWEIFEL FOR MISSOURI Estimate # 2559

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 4	4	11/06/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1			\$600.00		0.00				
E 5	4	10/31/12	10/31/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1			\$300.00		0.00				
E 6	4	11/02/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1			\$300.00		0.00				
E 7	4	10/30/12	10/30/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1			\$600.00		0.00				
E 8	4	11/02/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1			\$600.00		0.00				
E 9	4	10/30/12	10/30/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1			\$600.00		0.00				
E 10	4	11/01/12	11/01/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1			\$600.00		0.00				
E 11	4	11/05/12	11/05/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1			\$600.00		0.00				
														Totals	11	\$5,550.00